

Listing of the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Original) A method for recommending an item to a user, comprising the steps of:
 observing preferences of said user under one or more environmental conditions; and
 generating a recommendation score for said item based on features of said item and said observed preferences of said user under said one or more environmental conditions.
2. (Original) The method of claim 1, wherein said item is a radio station.
3. (Original) The method of claim 1, wherein said item is content.
4. (Original) The method of claim 1, wherein said item is a product.
5. (Original) The method of claim 1, wherein said one or more environmental conditions is a location.
6. (Original) The method of claim 1, wherein said one or more environmental conditions is one or more characteristics of a location.
7. (Original) The method of claim 1, wherein said one or more environmental conditions is a weather condition.

8. (Original) The method of claim 1, wherein said one or more environmental conditions is a characteristic of motion of said user.

9. (Original) The method of claim 1, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

10. (Original) The method of claim 9, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

11. (Original) A method for recommending an item to a user, comprising the steps of:

obtaining preferences of said user under one or more environmental conditions;

obtaining information characterizing one or more environmental characteristics for a given time; and

generating a recommendation score for said item based on features of said item, said obtained preferences of said user under said one or more environmental conditions and said one or more environmental characteristics for a given time.

12. (Original) The method of claim 11, wherein said item is a radio station.

13. (Original) The method of claim 11, wherein said item is content.

14. (Original) The method of claim 11, wherein said item is a product.

15. (Original) The method of claim 11, wherein said one or more environmental conditions is a user location at said given time.

16. (Original) The method of claim 11, wherein said one or more environmental conditions is one or more characteristics of a location.

17. (Original) The method of claim 11, wherein said one or more environmental conditions is a weather condition at said given time.

18. (Original) The method of claim 11, wherein said one or more environmental conditions is a characteristic of motion of said user.

19. (Original) The method of claim 11, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

20. (Original) The method of claim 19, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

21. (Original) A system for recommending an item to a user, comprising:

 a memory for storing computer readable code; and
 a processor operatively coupled to said memory, said processor configured to:

observe preferences of said user under one or more environmental conditions; and

generate a recommendation score for said item based on features of said item and said observed preferences of said user under said one or more environmental conditions.

22. (Original) The system of claim 21, wherein said item is a radio station.

23. (Original) The system of claim 21, wherein said item is content.

24. (Original) The system of claim 21, wherein said item is a product.

25. (Original) The system of claim 21, wherein said one or more environmental conditions is a location.

26. (Original) The system of claim 21, wherein said one or more environmental conditions is one or more characteristics of a location.

27. (Original) The system of claim 21, wherein said one or more environmental conditions is a weather condition.

28. (Original) The system of claim 21, wherein said one or more environmental conditions is a characteristic of motion of said user.

29. (Original) The system of claim 21, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

30. (Original) The system of claim 29, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

31. (Original) A system for recommending an item to a user, comprising:

a memory for storing computer readable code; and
a processor operatively coupled to said memory, said processor configured to:

obtain preferences of said user under one or more environmental conditions;

obtain information characterizing one or more environmental characteristics for a given time; and

generating a recommendation score for said item based on features of said item, said obtained preferences of said user under said one or more environmental conditions and said one or more environmental characteristics for a given time.

32. (Original) The system of claim 31, wherein said one or more environmental conditions is a user location at said given time.

33. (Original) The system of claim 31, wherein said one or more environmental conditions is one or more characteristics of a location.

34. (Original) The system of claim 31, wherein said one or more environmental conditions is a weather condition at said given time.

35. (Original) The system of claim 31, wherein said one or more environmental conditions is a characteristic of motion of said user.

36. (Original) The system of claim 31, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile.

37. (Original) The system of claim 36, wherein said observed preferences of said user under said one or more environmental conditions are recorded in a profile as a set of rules by a decision tree recommender.

38. (Original) An article of manufacture for recommending an item to a user, comprising:

- a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

- a step to observe preferences of said user under one or more environmental conditions; and

- a step to generate a recommendation score for said item based on features of said item and said observed preferences of said user under said one or more environmental conditions.

39. (Original) An article of manufacture for recommending an item to a user, comprising:

- a computer readable medium having computer readable code means embodied thereon, said computer readable program code means comprising:

- a step to obtain preferences of said user under one or more environmental conditions;

a step to obtain information characterizing one or more environmental characteristics for a given time; and
a step to generate a recommendation score for said item based on features of said item, said obtained preferences of said user under said one or more environmental conditions and said one or more environmental characteristics for a given time.